

Title: Developing a Framework for Multi Channel Emarketing

Author/Authors: Hassan Torkaman, Ab. Razak Che Hussin, Arash Bayat Shahbazi

Abstract: This paper is about combining three E-marketing tools including Search engine Optimization, Social Media Marketing and Email marketing to develop a new multiple channel E-marketing framework. A marketing framework can be generally defined as a written document that details the current marketing situation, threats and opportunities, marketing objectives, and the strategies for achieving the objectives. A marketing plan can be written for each product, service, brand, or for the company as a whole. An e-marketing plan is more focused than the traditional marketing plan. An e-marketing plan is more focused comparing to the traditional marketing plan. Although it often includes some topics that are used in traditional marketing plan too and it is more centered on the marketing opportunities, threats, objectives and strategies on the Internet. Having an effective online marketing framework is the most important part of marketing strategy for any companies. World Wide Web appropriates effective tools for marketers such as Social Media, Search engines, online advertisement, Email marketing, pop up Advertisement and etc. There are many E-marketing frameworks which support EMarketing campaign but they only use one tool or a mixes tool. Marketing expert's focused on Search engine optimization and social media as a new emerging trend in an online environment. This study is going to make more benefits by adding email marketing to these new trends of E-marketing. This study has been done in Universiti Teknologi Malaysia. Due to data collection 200 questionnaires have been distributed among the respondent and 152 has been collected, after analyzing collected data authors proposed a new framework for marketing, this framework has been evaluated by marketing experts. After evaluation authors can say that this study achieved its goal. The proposed framework named Multiple Channels Framework for E-marketing.